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Peach & Lily's First-Ever Brand Campaign Lets NYC Subway Riders In On People's Skin Secrets



RACHEL BROWN
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In a spot for Peach & Lily's new advertising campaign called "Beauty without Secrets," Alicia Yoon, founder and CEO of the skincare brand, reads a letter from a fellow mother that confesses, "As happy as I was to become a mother, I felt disempowered when it came to my skin and body." Breaking down, Yoon responds, "I can totally relate."

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The campaign was motivated by a 3,000-person survey of members of Peach & Lily's community that found 80% have difficulties feeling beautiful, 86% contend with negative emotions about their skin, and 92% have a greater sense of community if they understand they're not alone in their struggles. Its ads aim to fortify Peach & Lily's community and raise its profile as a destination for skincare information and products that work for consumers with skin challenges previously disappointed by skincare.



Launched four years ago by founder and CEO Alicia Yoon, Peach & Lily is embarking on its first major brand campaign. For the campaign, which is called "Beauty without Secrets," the skincare brand cast "real people" to share their skincare struggles.

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aren't incompatible.

"Glass skin is not a superficial look or an unrealistic skin ideal. Glass skin is about achieving your unique, healthiest skin, skin that's so healthy that there's an accompanying luminosity, smoothness and clarity," she says. "I love glass skin because it's for everyone. You can have acne but still have hydrated skin that glows. I have eczema, but can still have my version of skin at its healthiest."

Peach & Lily is joining an increasing number of brands, most notably Dove with its "Campaign for Real Beauty" that dates back to 2004, opting for ads that shift away from aspirational, impeccable spokespeople to focus on fraught relationships with beauty, supposed flaws and true-to-life visuals. Yoon is all for the shift. She says, "Let's make the photos be as real as possible because it's about skin and being real with your skin."

Peach & Lily spent \$300,000 on production of the "Beauty without Secrets" campaign and \$750,000 on ad placements. Although there's a QR code on campaign imagery that directs people to the brand's site, it doesn't contain product details. Yoon says she doesn't consider "Beauty without Secrets" to be "a conversion-driving" campaign. Instead, four years following Peach & Lily's launch, it's intended to make a brand statement.

"The minute you are sharing your struggles, you move from self-doubt to self-acceptance to empowerment."


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Peach & Lily strives to develop products with active ingredients like vitamin C, niacinamide, alpha-hydroxy acids (AHAs) and beta hydroxy acids (AHAs) suitable for sensitive skin. It has 20 stockkeeping units priced from \$28 to \$59, including bestseller Glass Skin Refining Serum. A serum is sold every three minutes.

A faction of Peach & Lily's community was introduced to it as a K-Beauty e-commerce platform that started in 2012. It continues to carry about 15 brands outside its own. Another faction was introduced to it by its products and retail footprint. Peach & Lily is available on Amazon and across Ulta Beauty's stores. The brand states it's one of the fastest-growing brands at Ulta and ranks in the top 10 prestige skincare brands at the retailer.

In February 2020, Sandbridge Capital, backer of Madison Reed, U Beauty and Ilia, invested in Peach & Lily. At the time, the brand projected it would reach \$100 million in sales within a few years. It divulged its sales had at least doubled yearly, and more than 65% of its revenues were from repeat purchasers. Peach Slices, an offshoot of Peach & Lily sold at Ulta, Walmart, Amazon and CVS, is poised to generate \$50 million in 2022 retail sales, according to industry sources cited by publication Women's Wear Daily.

In tandem with stoking conversations about and community around skin issues, the "Beauty without Secrets" campaign draws attention to Peach & Lily's commitment to transparency with the objective of helping consumers to make educated skincare purchases and pushing for heightened transparency broadly in the beauty industry. The brand's manufacturing processes adhere to good manufacturing practice (GMP) standards, and it discloses pH levels, active ingredient concentrations and the results of clinical studies.



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To stoke excitement about the campaign, Peach & Lily is running a social media competition encouraging people to post when they see the ads. The brand will dole out prizes such as a chance to be on its social media channels to winners of the competition. On Wednesday, Yoon will answer questions in a TikTok Live Q&A session exploring her skin journey.

“Sometimes I feel like founders are expected to have it all together, like we don’t have our own struggles,” says Yoon. “I wanted to lead with openness.”

The “Beauty without Secrets” campaign is designed to have an impact well after its ads are

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